“A Comparative study on contentment in the private sector of Gig and Traditional employees in Latur District” (F.Y. 2020 to 2025)

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Researcher

Rajurwar Akshay Vitthal

M.Com. SET, NET

Under the Guidance of

Dr. S.N.Ghongade

Associate Professor
Dept. of Commerce
Maharashtra Udayagiri Mahavidyalaya, Udgir

Research Centre

Shivaji Mahavidyalaya, Udgir, Dist Latur.

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Introduction

Contentment in the workplace is a critical factor influencing an employee's mental well-being, job performance, and overall productivity. In recent years, the evolving nature of work, especially with the rise of gig employment, has prompted a re-evaluation of how satisfaction and contentment are experienced in different work environments. The traditional employment model, characterized by permanent, full-time positions with long-term contracts, regular salaries, and benefits, has been the dominant structure in many economies for decades. However, the rise of the gig economy, which includes short-term, flexible, freelance, and contract-based jobs, has transformed the workplace landscape. Gig workers are often independent contractors who work on a project-by-project basis and are not tied to long-term employment or the benefits associated with traditional jobs.In regions like Latur District, where agriculture and traditional industries have historically formed the backbone of the economy, the transition to gig work is increasingly visible. The growing reliance on digital platforms, the advent of freelancing opportunities, and the need for flexibility have contributed to the rise of gig work in both urban and rural areas. This shift in employment patterns presents a unique opportunity to study and compare the contentment levels of gig workers versus traditional employees in the region.

Gig Employees: Gig employees are individuals who work on a temporary, flexible, or project-based basis, often through digital platforms. They are typically considered independent contractors rather than permanent employees. Gig employees usually take on short-term tasks or "gigs" without long-term commitment to an employer.

They enjoy flexibility in choosing their work schedule and location, but they often lack the benefits and job security that traditional employees receive.

Examples

1. Software development: Gig workers can design a company's software and computer programs from home or in the office.
2. Food delivery: Gig workers can deliver food for apps like DoorDash or Instacart.
3. Ridesharing: Gig workers can drive for services like Uber or Lyft.
4. Graphic design: Gig workers can create logos or pamphlets for businesses through platforms like Upwork.
5. Construction: Gig workers can find high-paying jobs on a project-to-project basis, such as electricians, plumbers, welders, and carpenters.

Traditional Employees: Traditional employees are individuals employed on a permanent or long-term basis by a company or organization. They typically work fixed hours and have defined roles and responsibilities. Traditional employees are typically entitled to benefits such as health insurance, paid leave, and retirement plans. They have more job security and financial stability compared to gig employees, but often have less flexibility in terms of working hours and location.

Examples

1. Office workers: Individuals who work full-time in corporate offices, performing administrative, managerial, or technical roles.
2. Retail workers: Employees working in stores or supermarkets on a permanent basis, handling sales, customer service, or inventory management.
3. Teachers: Educators employed by schools or universities who work full-time with a structured schedule and salary.

4. Healthcare workers: Doctors, nurses, or medical staff working at hospitals, clinics, or other healthcare facilities as full-time employees.
5. Factory workers: Individuals employed by manufacturing companies who work in production lines or warehouses, usually under fixed schedules.
6. Government employees: People working for federal, state, or local government agencies, such as civil servants, police officers, or public health workers.

Contentment in the Workplace: Contentment in the Workplace refers to the feeling of satisfaction, happiness, and overall well-being that employees experience in their work environment. It encompasses a sense of achievement, recognition, and support from colleagues and supervisors. Factors contributing to workplace contentment include a positive work culture, clear communication, fair compensation, opportunities for growth, work-life balance, and feeling valued. High levels of contentment can lead to increased productivity, job satisfaction, and reduced turnover rates, creating a more motivated and engaged workforce.

Review of Literature

1. **Anam, Naz., Anjali, Raj. (2024) :** The study compares gig workers' satisfaction with traditional employees, highlighting unique challenges for gig workers such as income instability and lack of benefits. Key predictors of satisfaction include job control, social support, and perceived fairness, emphasizing tailored support needs.
2. **Muhammad, Ateeb, Ayaz, Khan. (2020):** The paper indicates that gig workers generally express satisfaction with their income and the flexibility of contingent work, while traditional employees benefit from corporate compensations like retirement plans and health insurance, highlighting differing contentment factors between the two employment types.

Origin of the Research Problem

The concept of job satisfaction has long been a topic of interest for researchers, especially in the context of traditional employment. However, with the growing popularity of gig work, the landscape of job satisfaction has changed significantly. In Latur district, like many other places, there is a marked shift towards gig employment due to factors like technological advancement, increased access to freelancing platforms, and the changing needs of both employers and workers. While traditional employees typically have stable incomes and long-term contracts, gig workers face an unpredictable work environment with a lack of benefits, creating unique challenges and opportunities for contentment in the workplace. This research stems from the need to compare and contrast the levels of contentment between these two groups to better understand how different employment types impact employee well-being.

Need of the Study

The need for this study arises from the growing importance of understanding employee satisfaction in diverse work environments. In Latur district, like many rural and semi-urban areas, traditional industries and agriculture coexist with a rising trend of gig employment. As the gig economy expands, there is a gap in research regarding the impact of gig work on employee satisfaction, particularly in comparison to the traditional employment model. The findings of this study could guide policymakers, business leaders, and human resource managers in creating work environments that foster contentment, productivity, and retention across both traditional and gig workers. Moreover, understanding the challenges faced by gig

workers in a region where traditional employment has been dominant could help in shaping better policies for supporting this growing segment of the workforce.

Statement of the Problem

In recent years, the nature of work has undergone a significant transformation, with the rise of the gig economy challenging traditional employment models. This shift raises important questions about employee contentment and well-being in different types of employment structures. While traditional employees benefit from job security, fixed salaries, and workplace benefits, gig workers enjoy greater flexibility but face the uncertainty of unstable income and lack of formal support systems. However, little research has been conducted to directly compare the contentment levels between gig and traditional employees, particularly in semi-urban and rural contexts like Latur District.Latur, a district in Maharashtra, has witnessed significant shifts in employment patterns, with traditional industries such as agriculture and small-scale manufacturing still prevalent, while the gig economy particularly through digital platforms for freelance work, delivery services, and ridesharing is on the rise.

The central problem this study seeks to address is: "How do contentment levels differ between gig workers and traditional employees in Latur District, and what factors contribute to these differences?" By comparing these two groups of workers, this research aims to understand the drivers of workplace contentment in both employment models. Factors such as job security, income stability, work-life balance, career development opportunities, and the presence or absence of benefits are key variables that could influence an individual's satisfaction with their work environment.This study is important because it will not only provide insights into the well-being of gig and traditional workers in Latur District but also contribute to broader discussions on labor market trends, the future of work, and policies needed

to support workers in both types of employment. Understanding how contentment varies across these different work structures will help businesses, policymakers, and employees themselves to better navigate the evolving work landscape and design work environments that promote greater employee satisfaction and productivity.

Objectives of the Study

1. To assess the level of contentment among gig workers in Latur District.

2. To assess the level of contentment among traditional employees in Latur District.

3. To compare the contentment levels between gig workers and traditional employees.

4. To identify the key factors that contribute to contentment for both gig and traditional workers.

5. To explore the impact of job security, income stability, work-life balance, and career development on contentment in both groups.

6. To provide recommendations for improving employee satisfaction in both gig and traditional work environments.

Hypothesis of the Study

1. Null Hypothesis (H_{01}): There is no significant difference in the level of contentment between gig employees and traditional employees in Latur District.

Alternative Hypothesis (H_{11}): There is a significant difference in the level of contentment between gig employees and traditional employees in Latur District.

2. Null Hypothesis (H_{02}):Job security does not significantly affect the contentment levels of traditional employees and gig employees.

Alternative Hypothesis (H_{12}):Job security significantly affects the contentment levels of traditional employees more than gig employees.

3. Null Hypothesis (H_{03}):Income stability has no significant impact on the contentment levels of gig employees compared to traditional employees.

Alternative Hypothesis (H_{13}):Income stability significantly impacts the contentment levels of traditional employees more than gig employees.

Research Methodology and Data Collection

Primary Data: Data collected firsthand by the researcher specifically for the purpose of the study. It includes surveys, interviews, questionnaires, and observations.

- **Survey Method:** The study will primarily use structured questionnaires to gather data from both gig workers and traditional employees in Latur district. The questionnaire will include questions related to job satisfaction, work-life balance, communication with supervisors, recognition and rewards, and overall contentment in the workplace.
- **Interview Method:** In-depth interviews with a few selected respondents will be conducted to gain deeper insights into their experiences and challenges related to workplace contentment.

Secondary Data: Data that has already been collected by someone else and is readily available for use. It includes literature reviews, reports, databases, and previous studies.

- **Literature Review:** The study will review existing research and literature related to workplace contentment, gig economy, and traditional employment in India, particularly in the Latur district.

- **Company Reports:** Data from organizational reports, employee feedback surveys, and HR records will be analyzed to provide contextual information about contentment levels in different industries.
- **Online Surveys and Articles:** Information from online surveys, articles, and research papers related to contentment in workplace environments, especially in the gig and traditional sectors, will be utilized to compare findings and provide a broader perspective.

Sample Size: The study will include a sample size of 400 respondents, divided equally between gig workers and traditional employees. This will ensure a balanced comparison between the two groups.

Sample Techniques:

- Random Sampling: For gig workers, respondents will be randomly selected from platforms like Uber, Ola, Swiggy, and Zomato ,dominos,within Latur district to reflect a diverse range of gig workers.
- Convenience Sampling: For traditional employees, respondents will be chosen from various sectors including banking, education, retail, and manufacturing in Latur district to ensure a representative sample across different industries.

Scope of the Study

1. **Periodical Scope:** This study focuses on the contentment levels of gig and traditional employees over a period of five years, from 2024 to 2029. It aims to capture the present challenges and perceptions within these workforces and how they may evolve over time.
2. **Geographical Scope:** The study is limited to the Latur district in Maharashtra, India. It explores contentment among gig and traditional

employees within this specific geographical area, reflecting the unique socio-economic and cultural context of the region. This scope allows for a focused analysis, ensuring the findings are relevant to the Latur district's employment landscape.

Limitations of the Study :

1. This study is limited to the Latur district only.
2. This study focuses exclusively on the contentment of gig and traditional employees.
3. This study consider only private sector employee

Chapter Scheme

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Analysis and Interpretation of Data

Chapter 5: Conclusions, Findings and Suggestions

(The above chapter scheme is tentative depending on the actual research work it

May change in the course of the study.)

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Akshay V Rajurwar — Research Student

Dr.S.N.Ghongade — Research Supervisor